

REMARKS

This Application has been carefully reviewed in light of the Official Action mailed June 14, 2006. In order to advance prosecution of the present Application, Claims 1, 13, 22, 25, 27, 44, and 45 have been amended. Applicant respectfully requests reconsideration and favorable action in this Application.

Claims 1-13, 22-27, 29, 31, and 32 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Steinberg, et al. in view of Hrastar, et al. Independent Claims 1, 13, 22, 25, 27, 44 and 45 recite in general the ability to establishing a webpage associated with the reference platform at a service provider where the webpage is accessible to the user. By contrast, neither the Steinberg, et al. patent nor the Hrastar, et al. patent establish a webpage associated with the reference platform as required by the claimed invention. Support for the above recitation can be found at page 20, lines 20-24, of Applicant's specification. Therefore, Applicant respectfully submits that Claims 1-13, 22-27, 29, 31, and 32 are patentably distinct from the proposed Steinberg, et al. - Hrastar, et al. combination.

Claims 14-16 and 18 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Steinberg, et al. in view of Wasula, et al. Independent Claim 13, from which Claims 14-16 and 18 depend, has been shown above to be patentably distinct from the Steinberg, et al. patent. Moreover, the Wasula, et al. patent does not include any additional disclosure combinable with the Steinberg, et al. patent that would be material to patentability of these claims. Therefore, Applicant respectfully submits that Claims 14-16 and 18 are patentably distinct from the proposed Steinberg, et al. - Wasula, et al. combination.

Claims 17, 19, 20, 28, 30, 31, and 34-43 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Steinberg, et al. in view of Safai. Independent Claim 13, from which Claims 17, 19, and 20 depend, and Independent Claim 27, from which Claims 28, 30, 31, and 34-43 depend, have been shown above to be patentably distinct from the Steinberg, et al. patent. Moreover, the Safai patent does not include any additional disclosure combinable with the Steinberg, et al. patent that would be material to patentability of these claims. Therefore, Applicant respectfully submits that Claims 17, 19, 20, 28, 30, 31, and 34-43 are patentably distinct from the proposed Steinberg, et al. - Safai combination.

Claim 21 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Steinberg, et al. in view of Paz-Pujalt, et al. Independent Claim 13, from which Claim 21 depends, has been shown above to be patentably distinct from the Steinberg, et al. patent. Moreover, the Paz-Pujalt, et al. patent does not include any additional disclosure combinable with the Steinberg, et al. patent that would be material to patentability of these claims. Therefore, Applicant respectfully submits that Claim 21 is patentably distinct from the proposed Steinberg, et al. - Paz-Pujalt, et al. combination.

Claims 44 and 45 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Safai in view of Steinberg, et al. and further in view of Hrastar, et al. Independent Claims 44 and 45 recite in general an ability to establishing a webpage associated with the reference platform at the service provider where the webpage being accessible to the user. By contrast, the Steinberg, et al., Safai, and Hrastar, et al. patents do not disclose a capability to establish a webpage as provided in the claimed invention. Support for the above recitation can be found at page 20, lines 20-24, of Applicant's specification. Therefore, Applicant respectfully submits that Claims 44 and 45 are patentably distinct from the proposed Safai - Steinberg, et al. - Hrastar, et al. combination.

CONCLUSION

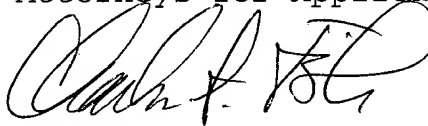
Applicant has made an earnest attempt to place this case in condition for allowance. For the foregoing reasons, and for other apparent reasons, Applicants respectfully request full allowance of all pending claims.

The Commissioner is hereby authorized to charge any other fees or credit any overpayments associated with this Application to Deposit Account No. 02-0384 of BAKER BOTTS L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.

Attorneys for Applicants

A handwritten signature in black ink, appearing to read 'Charles S. Fish', is written over the typed name.

Charles S. Fish

Reg. No. 35,870

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